

Name: _____

Marketing Education

Directions:

Evaluate the student by entering the appropriate number or letter to indicate the degree of competency. The rating of each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

- 3 Mastered** – can work independently with no supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 1 Not Mastered** – requires instruction and close supervision
- N No Exposure** – no experience or knowledge in this area

Note: Competencies are listed under their instructional unit and are numbered according to their learning outcome. An asterisk (*) indicates an advanced competency, which is a competency identified for inclusion in an advanced marketing education class. Some of these competencies may be selected for inclusion in a first year marketing education class based on local needs.

3	2	1	N	A. Communications in Marketing	Notes:
				1.a. Describe the communications process	
				*1.b. Interpret management policies to employees	
				*1.c. Interpret employee problems to management	
				*1.d. Interpret progress of departments, systems, or functions within the business to management	
				1.e. Explain the use of inter-department/company communications	
				1.f. Demonstrate application of technology to marketing	
				*1.g. Conduct business and staff meetings and participate productively in meetings	
				2.a. Read a variety of business communications and determine the relevant information	
				2.b. Communicate orally or in writing the important information gained from reading and research	
				*2.c. Interpret tables, graphs, and charts in order to gain marketing information relevant to a business	
				2.d. Explain types and uses of industry and company communications and publications	
				2.e. Explain the different roles played by interpersonal communication and mass communication	
				*2.f. Interpret business policies to customers/clients	
				*3.a. Teach individual employees to perform job duties	
				*3.b. Give oral presentations to groups of marketing personnel	
				4.a. Speak in a business like manner	
				4.b. Use proper listening skills	
				4.c. Demonstrate effective telephone techniques and manner in a business situation	
				4.d. Use non-verbal communication to help convey feelings	
				4.e. Listen to and follow directions	

				4.f. Address people properly	
				5.a. Read and understand written communications	
				5.b. Complete letters, forms, reports, and memorandums	
				5.c. Describe the importance of reading current business news media	
				5.d. Use proper grammar and vocabulary	
				5.e. Demonstrate computer literacy in use of word processing, spreadsheets, and data management	
				5.f. Practice proper etiquette for electronic communications	
				Other:	

3	2	1	N	B. Economic Concepts	Notes:
				1.a. Explain the meaning of business risks	
				1.b. Identify types of risks that businesses encounter	
				1.c. Explain how businesses deal with the various types of risks	
				2.a. Define Gross Domestic Product (GDP)	
				2.b. Identify components of GDP calculations	
				2.c. Explain why the U.S. GDP has continued to grow	
				3.a. Define economics as a process	
				3.b. Identify economic activities	
				3.c. Explain the importance of understanding economics	
				3.d. Identify the major types of economic resources	
				3.e. Identify examples of economic resources according to major type	
				3.f. Compare and contrast the characteristics and values of three major economic systems	
				3.g. Explain the four types of economic utility (form, time, place, and possession)	
				3.h. Describe the business cycles	
				4.a. Identify reasons for government regulations of business activities	
				4.b. Describe how government regulates business activities	
				5.a. Define profit	
				5.b. Identify elements that need to be accounted for before a profit can be made	
				5.c. Explain why profit is an essential part of the private free enterprise system	
				5.d. Identify that the market price of a product is based on what a consumer is willing to give and what a seller is willing to take	

				6.a. Explain the meaning of private free enterprise	
				6.b. Describe the different types of business ownership	
				6.c. Identify the effects of competition on buyers and sellers	
				6.d. Explain why competition is important to the successful functioning of a private free enterprise system	
				*6.e. Identify the advantages and disadvantages of the legal forms of business ownership	
				*6.f. Identify environmental concerns and issues that relate to the operation of a business	
				*6.g. Describe the types and levels of union organization and their effect on labor and management	
				7.a. Recognize that economic goods are the products and services offered to meet consumer needs and wants	
				7.b. Define supply and demand	
				*7.c. Distinguish between buyer's and seller's markets	
				*7.d. Describe the influences and interactions of supply and demand	
				Other:	

3	2	1	N	C. Employment and Advancement	Notes:
				*1.a. Identify qualities necessary for management/entrepreneurship	
				*1.b. Identify the personal qualities needed for management/entrepreneurship	
				1.c. Identify educational resources available within the community that develop career advancement opportunities.	
				1.d. Explain salary and benefit information	
				1.e. Identify the sources for securing marketing career information	
				1. f. Explain the roles of education, training, and experience in career planning.	
				1.g. Identify those characteristics that help people obtain, hold, and progress in their jobs in marketing occupations	
				1.a. Develop a confident attitude when participating in an employment interview	
				2.b. Meet the standards of appearance and behavior required for the interview	
				2.c. Complete a personal resume and letter of application	
				2.d. Complete employment application forms for marketing employment	
				2.e. Recognize the purposes and types of employment tests and general guidelines for taking them	
				2.f. Complete a personal interview and follow-up activities	
				2.g. Identify ways of integrating school and work experiences together	

				3.a. Identify personal occupational requirements	
				3.b. Describe entry-level marketing jobs available in most communities	
				3.c. Identify possible advancement patterns	
				3.d. Identify a tentative marketing occupational interest	
				3.e. Develop a tentative career plan	
				4.a. Explain the importance of rules and regulations in a business	
				4.b. Describe desirable work habits	
				4.c. Explain gross pay and net pay	
				*5.a. Locate job prospects	
				*5.b. Describe the process for obtaining full-time employment in marketing	
				*5.c. Update personal resume	
				*5.d. Identify how to make job changes appropriately	
				Other:	

3	2	1	N	D. Human Relations in Marketing	Notes:
				1.a. Define human relations	
				1.b. Identify the importance of self-understanding in establishing effective human relationships	
				1.c. Analyze personal strengths, weaknesses, interests, aptitudes, traits, abilities, and attitudes	
				1.d. Develop a plan of short and long-term goals	
				1.e. Demonstrate such interpersonal skills such as punctuality, initiative, courtesy, loyalty, and honesty and maintain an appropriate personal appearance	
				*2.a. Describe the social obligation of marketing	
				*2.b. Describe ethical behavior in marketing	
				2.c. Develop an awareness of safety procedures and health procedures used in business operations	
				*3.a. Explain theories of employee motivation	
				*3.b. Identify ways to maintain a pleasant working environment	
				*3.c. Describe the importance of recognizing the accomplishments of others	
				*4.a. Explain the importance of professional marketing organizations and cite examples	
				*4.b. Explain the importance of trade associations in specific areas of marketing	
				*4.c. Identify and explain the importance of participating in community affairs	

				5.a. Develop professional relationships with customers, co-workers, supervisors, and managers	
				*5.b. Distinguish roles and duties within an organization	
				*6.a. Recognize sources of conflict and identify ways to reduce it	
				*6.b. Use creative-thinking techniques	
				6.c. Work as a part of a team to achieve marketing goals	
				6.d. Accept criticism and use appropriate criticism	
				*6.e. Demonstrate negotiation skills	
				Other:	

3	2	1	N	E. Marketing Operations	Notes:
				1.a. Explain the importance of pricing	
				1.b. Define the terminology used in pricing	
				1.c. Calculate mark-up and mark-downs	
				1.d. Calculate tax, discounts, and miscellaneous charges for purchases	
				1.e. Explain the techniques used in price marking	
				2.a. Handle various types of payment for purchases	
				2.b. Handle returns for exchange, cash refunds, or charge credit	
				2.c. Handle COD and layaway sales transactions	
				3.a. Balance cash drawer against cash register reading	
				3.b. Handle cash transactions including change making activities	
				*3.c. Maintain records of cash received and bank deposits	
				4.a. Perform addition and subtraction applications in marketing	
				4.b. Perform multiplication and division applications in marketing	
				4.c. Perform fraction and percentage applications in marketing	
				5.a. Authorize checks according to the firm's policy	
				*5.b. Complete purchase orders	
				*5.c. Complete packing slips and invoices	
				*5.d. Compare ways to ship merchandise in terms of cost and suitability	
				*5.e. Analyze discount date and due date to determine the amount of payment on an invoice	
				*6.a. Calculate stock turnover	

				*6.b. Maintain stock control records	
				*6.c. Determine relationships between stock and sales	
				*6.d. Interpret break-even points	
				*6.e. Interpret stock turnover in relation to department or company operating profits	
				*6.f. Check incoming stock and complete stock control records	
				*7.a. Interpret financial statements	
				*7.b. Complete financial statements (i.e. balance sheet, income statement)	
				*7.c. Develop an understanding that effective marketing and business operations are based on adequate financial resources, budgeting, and proper use of credit	
				*7.d. Develop an awareness of specific applications of computers in marketing operations	
				*8.a. Explain the importance of inventory control	
				*8.b. Identify importance of preventing stock shrinkage	
				*8.c. Explain the term perpetual inventory	
				8.d. Explain the procedures of a physical inventory	
				8.e. Identify external and internal security procedures	
				Other:	

3	2	1	N	F. Marketing Management	Notes:
				*1.a. Identify a marketing research project	
				*1.b. Develop a marketing research design	
				*1.c. Research the secondary data resources	
				*1.d. Gather primary data	
				*1.e. Apply sampling techniques to identify the sample population	
				*1.f. Prepare a research instrument	
				*1.g. Prepare a research report	
				*1.h. Present a research report	
				*1.i. Explain the use of on-line marketing data bases	
				*1.j. Solve marketing problems by using rational decision-making process	
				2.a. Explain market segmentation strategies	
				2.b. Cite examples of specific products/services and their target markets	

				2.c. Give examples of product positioning	
				*3.a. Identify the factors that affect pricing	
				*3.b. Identify the most widely adopted and used pricing strategies	
				*3.c. Set pricing objectives for a product/service	
				*3.d. Interpret warranties and guarantees	
				*4.a. Identify sources of ideas for new products	
				*4.b. Identify the methods of screening ideas for new products	
				*4.c. Identify the methods used for evaluating a new product idea	
				*4.d. Identify the forms and importance of pre-testing a product prototype	
				*4.e. Describe the stages of product development	
				*4.f. Describe the forms of market testing	
				5.a. Explain the role that product/service planning activities play in a company's success in the marketplace	
				5.b. Identify factors that influence product/service planning	
				5.c. Identify the methods of gathering primary marketing data	
				*5.d. Apply one or more of the methods to gather primary data	
				5.e. Explain the steps in product planning	
				5.f. Identify types of forecasting used in marketing	
				5.g. Give examples of technology used in market planning	
				6.a. Identify types of product branding, labeling ,and packaging strategies	
				6.b. Define the product line and product mix	
				6.c. Identify the stages of the product life cycle	
				Other:	

3	2	1	N	G. Advertising and Sales Promotion	Notes:
				1.a. Identify the major advertising media used to promote sales	
				1.b. Identify the major elements of a print or broadcast advertisement	
				*1.c. Compare current promotional material (catalogs, brochures, etc.) sent out to consumers by a business and its competitors	
				1.d. Identify the costs of various advertising media	
				*1.e. Analyze print and broadcast advertisements	
				1.f. Explain legal and ethical standards in promotion	

				2.a. Define promotional mix	
				2.b. Describe the potential elements of a promotional mix	
				*2.c. Identify the major advantages and disadvantages of different forms of product promotion	
				*2.d. Describe the most important factors that management should consider when designing a promotional mix	
				2.e. Describe the role of advertising, personal selling, public relations, and publicity in a company's promotional mix	
				*3.a. Develop a schedule/calendar for changing major displays	
				*3.b. Coordinate promotional activities with local activities or seasonal events	
				*3.c. Coordinate national or chain advertising with local business promotions	
				*3.d. Check advertising copy for omissions, additions, and corrections	
				*3.e. Inform personnel of the schedule of company sales promotion activities	
				*4.a. Plan and develop seasonal and storewide themes	
				*4.b. Select products for promotion that are seasonal and timely	
				*4.c. Plan advertising and displays that adhere to store promotional policies	
				*4.d. Obtain and use current product information necessary for effective and timely promotional activities	
				*4.e. Select the most effective locations within the business to place displays	
				*4.f. Allocate promotional space for an item based on its sales volume	
				*4.h. Prepare promotional budget	
				4.i. Identify the special promotion activities used to promote sales	
				*4.j. Identify how sales promotion benefits the marketing business, employee, and consumer	
				5.a. Identify the basic types of displays used to promote sales	
				5.b. Identify the importance of visual merchandising as it applies to business image	
				5.c. Select appropriate, seasonal, and timely display merchandise	
				5.d. Identify the basic elements of display arrangement	
				Other:	

3	2	1	N	H. Selling	Notes:
				1.a. Identify ways of dealing with ancillary personnel	
				1.b. Prepare and organize sales aids	
				1.c. Plan a smooth, natural, and interesting sales presentation	

				1.d. Plan for customer's participation	
				1.e. Identify how to analyze customer needs and wants	
				1.f. Identify sources of product or service knowledge	
				2.a. Announce the purpose for the call immediately to the prospective customer	
				2.b. Gain customer's attention with a strong opening remark	
				2.c. Approach the customer, determine needs, and begin the sale	
				2.d. Show how the product or service will satisfy the needs of the customer	
				2.e. Present the features and benefits of a product or service	
				2.f. Overcome customer's objections and excuses	
				2.g. Close the sale	
				2.h. Follow-up to service the sale	
				2.i. Use information on tags, labels, stamps, wrappers, etc. to help the customer buy intelligently	
				2.j. Convert product or service knowledge into selling points	
				3.a. Identify the various types of selling, besides retailing, that takes place in marketing	
				3.b. Identify sales-related occupations	
				3.c. Identify the various kinds of non-personal and personal selling	
				3.d. Process telephone orders	
				*4.a. Compare goods or services favorably with competing products or services	
				*4.b. Suggest advertised products or services with related items in an attempt to increase the amount of the sale	
				*4.c. Coordinate products or services with related items in an attempt to increase the amount of the sale	
				*4.d. Suggest larger quantities, higher priced goods, and additional goods in an effort to increase the average sale	
				*4.e. Develop sales-incentive programs	
				5.a. Determine the importance of making an appointment in advance and being on time	
				5.b. Keep customer records	
				*5.c. Set and evaluate sales goals or quotas	
				6.a. Identify how to determine the buying motives of customers and then appeal to them	
				6.b. Analyze potential prospects and buying behavior	
				6.c. Explain the nature of the buying process	

				6.d. Perform operations that facilitate buying decisions	
				Other:	

3	2	1	N	I. Marketing Concepts	Notes:
				1.a. Identify the types of goods	
				1.b. Understand the basic vocabulary of marketing	
				1.c. Explain market share and identify factors affecting market share	
				*1.d. Recognize trends and developments in marketing	
				2.a. Define channel of distribution	
				2.b. Describe two basic types of distribution	
				2.c. Describe the function performed by channel intermediaries	
				2.d. Identify factors that influence the length/width of a channel	
				2.e. Identify the characteristics of retailers, wholesalers, agents, and brokers	
				*2.f. Determine the most suitable channel of distribution for various products	
				3.a. Define marketing strategy	
				*3.b. Identify factors that affect marketing strategies	
				*3.c. Describe a marketing strategy for a given situation	
				3.d. Define marketing mix and identify the elements of the marketing mix	
				3.e. Determine a marketing mix for a product or service	
				4.a. Define the meaning of a market for a product	
				4.b. Describe how a market for a product can be identified	
				4.c. Identify demographic characteristics that would compose market segments for particular products	
				5.a. Explain the importance of marketing in our economy	
				5.b. Define and explain the marketing functions involved in marketing products and services	
				5.c. Explain the marketing concept	
				6.a. Define international trade	
				6.b. Explain why nations engage in international trade	
				*6.c. Describe how international trade affects the economic interdependence of nations	
				*6.d. Analyze international trends on marketing	
				Other:	